



CALL TO DUTY

BOOTS ON THE GROUND™



BRANDING TOOLKIT

VERSION 1.7



PREFACE

Guidance

CALL TO DUTY - Boots On The Ground™ is the official 2006 Theme and Tagline of the United States Army. The phrases, "CALL TO DUTY" and "Boots On The Ground" are trademarks of the Army. Members of the public, Department of Defense and Army must meet all graphic standards detailed here. These graphic standards apply to all uses of the Theme, Tagline and symbol and are essential for consistent and expanded use to preserve the symbol's integrity.

Definition

The United States Army Theme is, in essence, a responsibility for citizens to take action. "CALL TO DUTY" is, in the case of the U.S. Army, a celebration of the selfless service provided by our Soldiers and families in defense of freedom. "CALL TO DUTY - Boots On The Ground™" signifies America's commitment to the cause of liberty and represents the multiple capabilities and strategic importance of the American Soldier, the ultimate commitment of our Nation.

Commercial Use/Endorsements

The United States Army's Theme and Tagline is a trademark of the Army. Permission to use it for commercial retail and advertising (free or paid) is required.

The use of the United States Army Theme and Tagline for commercial purposes, including reproduction on merchandise, is expressly prohibited unless the producer completes a license agreement with the United States Army. Use is governed by the terms of this agreement.

For more information, contact the Strategic Planning Division, Office of the Chief of Public Affairs, 703-697-9549.

Department of Defense and Army policy and regulations prohibit use of official Army markings and symbols in ways that imply endorsement of a commercial entity or activity.

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OVERVIEW

The diagram below illustrates how all of the components of this Branding Toolkit come together to create a cohesive look and feel.

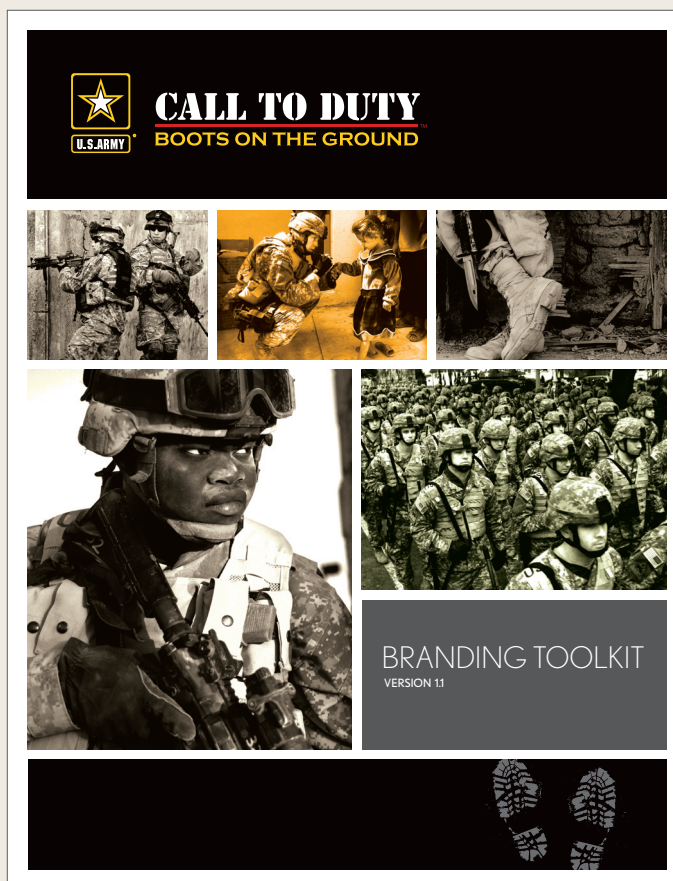
TIP BOX

Use this diagram as a reference for application of the brand.

Brand Diagram

The Brand Banner is the identity of the CALL TO DUTY - Boots On The Ground™ brand campaign.

The image treatment using the associated secondary colors is a core visual component of the CALL TO DUTY - Boots On The Ground™ brand.



Specific fonts are used to create a consistent typographic style within the brand.

The Bootprints treatment in the Brand Footer is intended to symbolize the active role of the Army with Soldiers on the ground.

AVAILABLE PRODUCTS

SECTION

1

The CALL TO DUTY - Boots On The Ground™ binder cover and spine are provided in an editable PDF format for personalized usage.

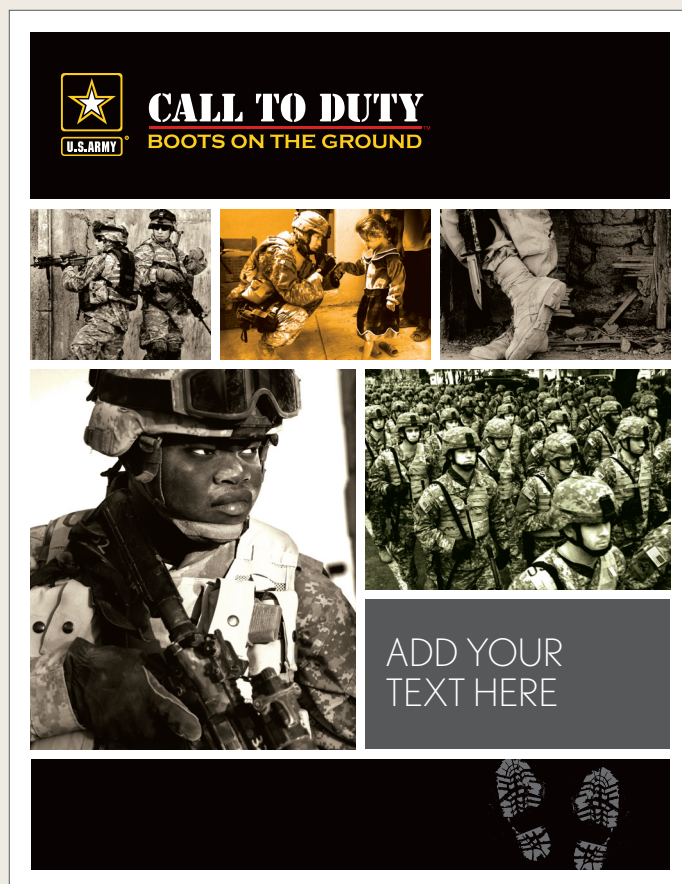
To customize your own binder follow these steps:

1. Open one of the files listed below.
2. Select the text tool and click where it says “add your text here.”
3. Type in your custom text.

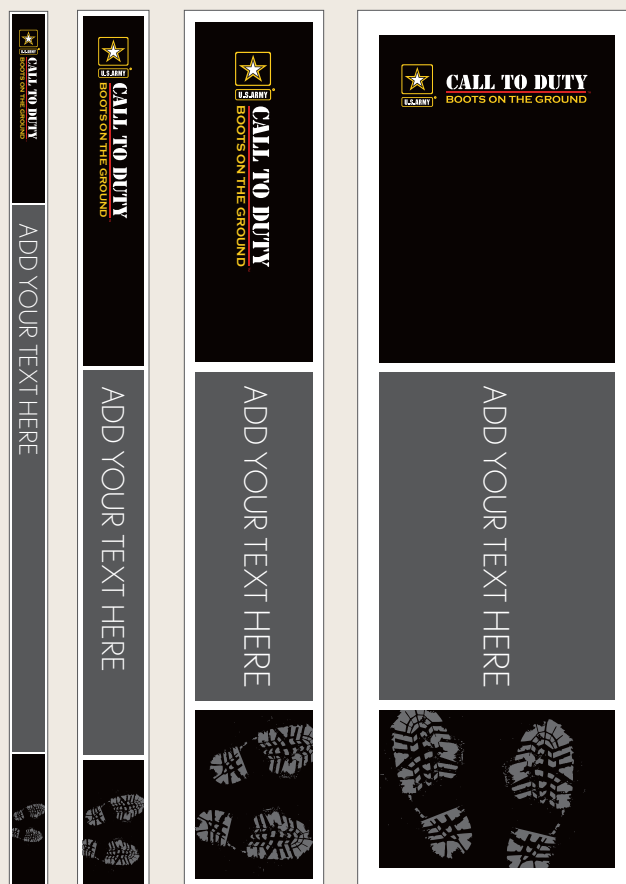
TIP BOX

Branded covers and spines are readily available for download at:
www.army.mil/ctdbrand.

Cover & Spine Usage



Brand cover



Brand spines
Available downloads
.5", 1", 1.5", 2"

AVAILABLE PRODUCTS

SECTION

1

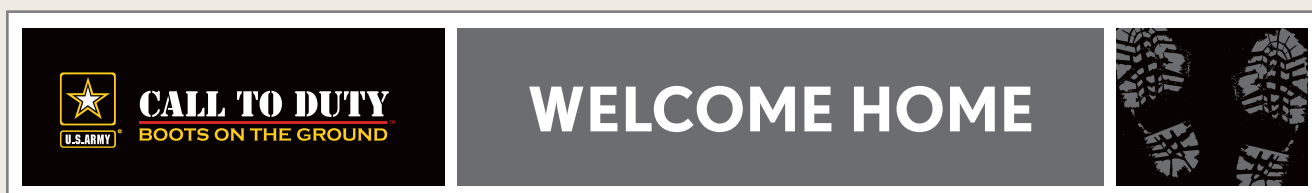
Vector .eps files are provided for horizontal signage applications. To custom design your own sign, specify the desired text with your print shop. If you have a unit emblem or patch, provide that artwork along with the signage .eps file. The bootprints application shown below must be used when a unit emblem or patch is not available.

TIP BOX



Horizontal Signage files are readily available for download at: www.army.mil/ctdbrand.

Horizontal Signage



The Brand Banner is the identity of the CALL TO DUTY - Boots On The Ground™ brand campaign.

Unit message.

Unit crest, logo or Bootprints.

AVAILABLE PRODUCTS

SECTION

1

Vector .eps files are provided for vertical signage applications. If you have a unit emblem or patch, provide that artwork along with the signage .eps file. The bootprints application shown below must be used when a unit emblem or patch is not available.

TIP BOX



Vertical Signage files are readily available for download at: www.army.mil/ctdbrand.

Vertical Signage

The Brand Banner is the identity of the CALL TO DUTY - Boots On The Ground™ brand campaign.

Unit crest, logo or Bootprints.



AVAILABLE PRODUCTS

SECTION

1

A Microsoft® PowerPoint template file is provided for your presentation needs. The template contains a branded background graphic and associated text styles.

TIP BOX



Microsoft® PowerPoint template files are readily available for download at:
www.army.mil/ctdbrand.

Microsoft® PowerPoint



CALL TO DUTY
BOOTS ON THE GROUND™

COMMUNICATIONS PLAN

Brand Campaign Overview Phase Development

Primary Brand Description: "CALL TO DUTY" is a responsibility for all citizens to take action. In the case of the U.S. Army, it is a celebration of the selfless service provided by our Soldiers and families in the name of freedom.

Phase 1 Description: "CALL TO DUTY - 230 Years Of Service To Our Nation" signifies our nation entrusting the Army with preserving its peace and freedom, defending its democracy and providing opportunities for its Soldiers to serve the country, and develop their skills and citizenship.
Brand Tagline: WHAT IS YOUR ANSWER TO THE CALL?

Phase 2 Description: "CALL TO DUTY - Boots On The Ground™" signifies America's commitment to the cause of liberty and represents the multiple capabilities and strategic importance of the American Soldier, the ultimate commitment of our Nation.



AVAILABLE PRODUCTS

SECTION

1

Print-ready artwork for the CALL TO DUTY - Boots On The Ground™ poster, brochure and wallet card is available for you to reproduce. High resolution files are provided in a PDF format. Simply download and submit to your printshop.

TIP BOX

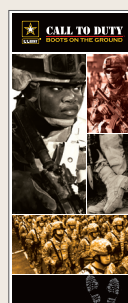


Print-ready artwork for the poster, brochure and wallet is readily available for download at: www.army.mil/ctdbrand.

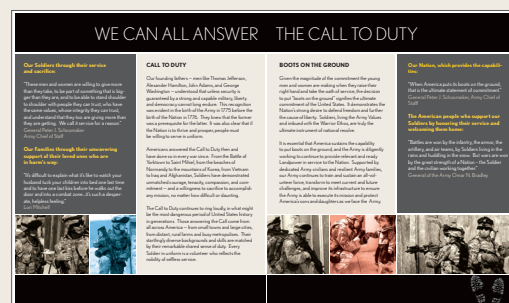
Downloadable Artwork



Brand Poster



Brand Brochure



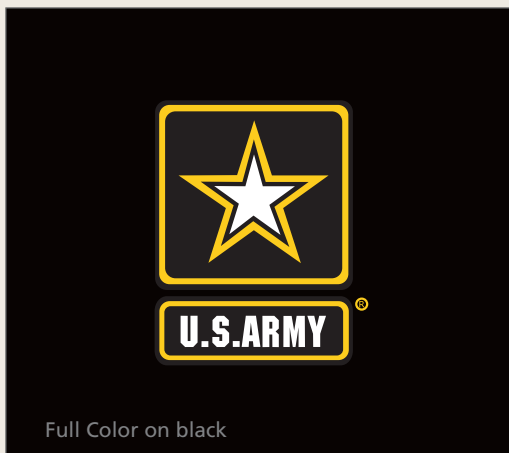
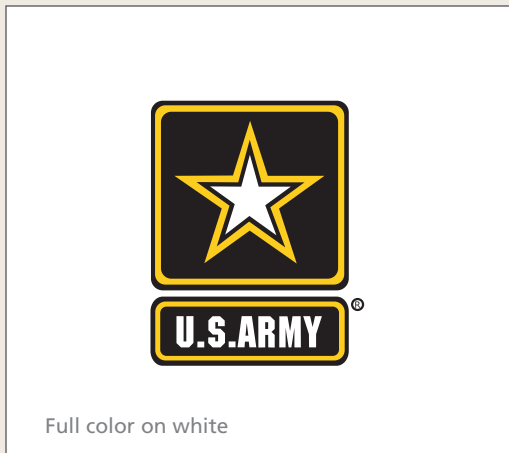
Brand Wallet Card

The U.S. Army star logo should appear on the front and back of all collateral materials and in a prominent place on every page of an Army website. The U.S. Army star logo with the black registered trademark is used on light backgrounds and the U.S. Army star logo with the yellow registered trademark is used on dark backgrounds.

TIP BOX

A white background will use the black registered trademark and a black background uses the gold registered trademark.

U.S. Army Logo (Styles & Usage)



Process
c 30 m 30 y 30 k 100
Hexachrome
#0A0203



Process
c 1 m 19 y 94 k 0
Hexachrome
#FFCC22



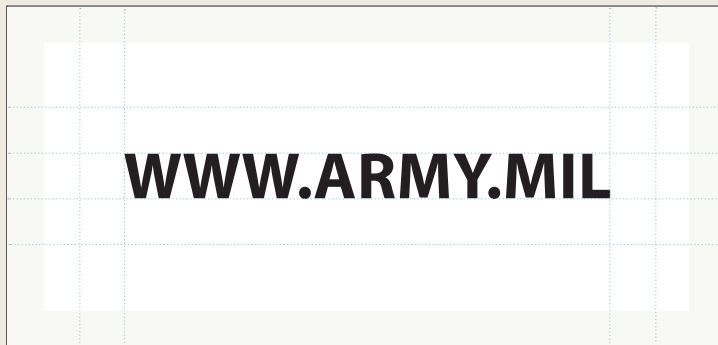
Process
c 0 m 0 y 0 k 0
Hexachrome
#FFFFFF

The ARMY.MIL URL logo should appear on all collateral materials in a prominent place. The mark should always use the same tracking, and vertical/horizontal scale. Two colors are acceptable when using this logo mark. (See sample below.)

TIP BOX

WWW and MIL must be the same color and ARMY must be different when the two color treatment is used.

ARMY.MIL Logo (Styles)



} Clear Space

The clear space proportion is equal to height of the "ARMY.MIL" text.

Font

Myriad Bold

One Color

WWW.ARMY.MIL

Two Color

WWW.ARMY.MIL

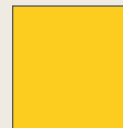


Process

c 30 m 30 y 30 k 100

Hexachrome

#0A0203



Process

c 1 m 19 y 94 k 0

Hexachrome

#FFCC22



Process

c 0 m 0 y 0 k 0

Hexachrome

#FFFFFF

The ARMY.MIL URL logo, when used in the CALL TO DUTY - Boots On The Ground™ brand campaign, should be treated in one of the four formats shown below.

TIP BOX

The font used in the ARMY.MIL URL logo is Myriad. This font is not to be used anywhere else.

ARMY.MIL Logo (Styles & Usage)

WWW.ARMY.MIL

Full color on white

WWW.ARMY.MIL

Black on white

WWW.ARMY.MIL

Full color on black

WWW.ARMY.MIL

White on black

The CALL TO DUTY - Boots On The Ground™ logo may be used by itself in limited applications when graphic applications do not apply. Examples of this may include fax sheets, letterhead and/or business cards.

TIP BOX

This logo may not be used on top of graphics or on any other color than black or white.

Brand Logo (Proportions)



The Brand Logo, when used in the CALL TO DUTY - Boots On The Ground™ brand campaign, should be treated in one of the four formats shown below.

TIP BOX

The fonts used for the CALL TO DUTY brand logo are Stencil and Copperplate. The colors used may be found in section three, primary colors.

Brand Logo (Styles & Usage)



CALL TO DUTY
BOOTS ON THE GROUND™

Full color on white



CALL TO DUTY
BOOTS ON THE GROUND™

Black on white



CALL TO DUTY
BOOTS ON THE GROUND™

Full color on black



CALL TO DUTY
BOOTS ON THE GROUND™

White on black

LOGO MARKS

SECTION

2

Below is the horizontal version of the CALL TO DUTY - Boots On The Ground™ brand banner. The horizontal logo banner may ONLY be placed at the top of a design with the Army logo appearing on the left side. Examples of correct and incorrect usage are shown below.

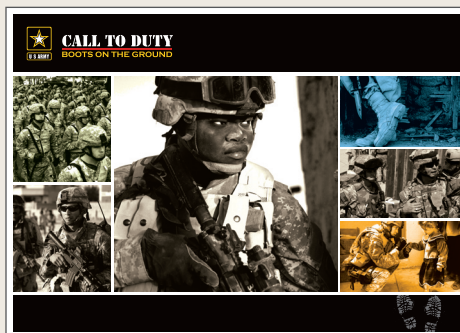
TIP BOX

The U.S. Army logo should always appear in the left hand corner of the horizontal banner.

Brand Banner (Horizontal Usage)



Correct Usage



Incorrect Usage



Below is the vertical version of the CALL TO DUTY - Boots On The Ground™ brand banner. The vertical logo banner may ONLY be placed on the right side of a design with the Army logo appearing on at the top. Examples of correct and incorrect usage are shown below.

TIP BOX

The brand banner logo should always appear in upper right hand corner of the layout.

Brand Banner (Vertical Usage)



Correct Usage



Incorrect Usage

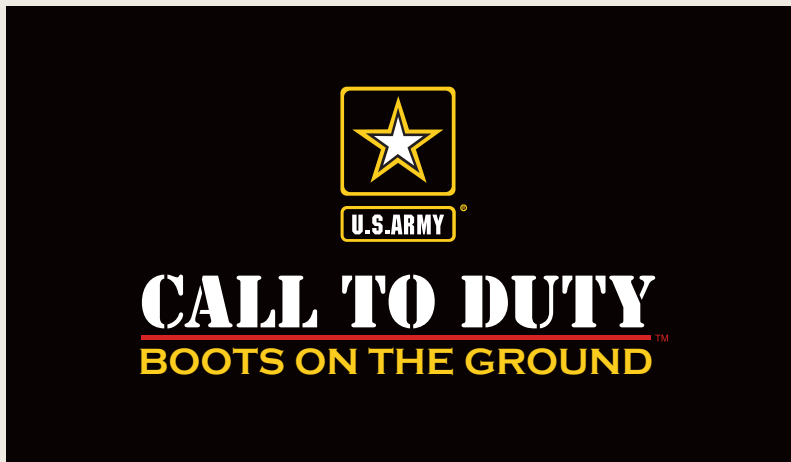


Below is the centered version of the CALL TO DUTY - Boots On The Ground™ brand banner. The centered logo banner may ONLY be used for briefing covers. Examples of correct and incorrect usage are shown below.

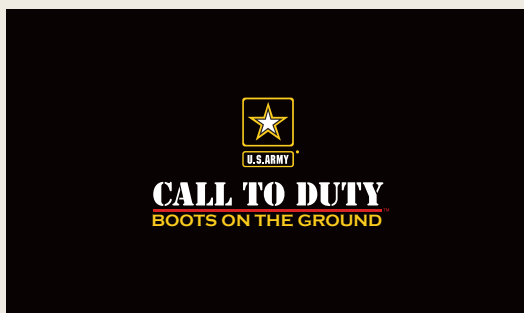
TIP BOX

The U.S. Army logo should always appear above and in the middle of the centered banner.

Brand Banner (Centered Usage)



Correct Usage



(Briefing Cover Application)

Incorrect Usage



(Briefing Cover Application)

BOOTPRINT TREATMENT

SECTION

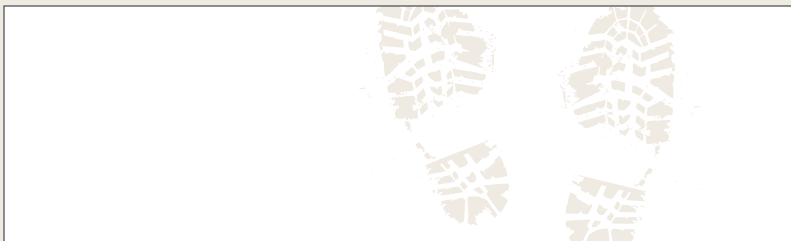
3

The footer treatment below may be customized with individual unit crests or logos. The placement, size and spacing is specified in the example below. The Bootprints must always appear in the lower right corner of the footer bar. If used apart from the bar they must appear at the end of the document or bottom right corner of the page.

TIP BOX

The bootprints should always appear as 70% rich black when used on a black background and 30% tan when used on a white background.

Brand Footer (Styles & Usage)



On White
30% Tan (c 20 m 20 y 31 k 0)



On Black
70% Rich Black (c 30 m 30 y 30 k 100)



} The Clear Space is equal to twice the height of "X."

} The Clear Space is equal to twice the height of "X."

The boots move to the left as division unit crests or logos are implemented.

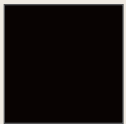
The Clear Space is equal to twice the height of "X."

The palette below shows the approved primary and secondary colors for the CALL TO DUTY - Boots On The Ground™ brand campaign. The primary colors are used in the Brand Logo and the Brand Banners. The secondary colors are provided for use with the color overlay effect detailed in Section 6.

TIP BOX

The cmyk process values are to be used for any four color process print job. The hexachrome values are provided for multimedia and web.

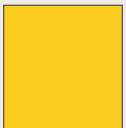
Primary Colors (Values)



Process
c 30 m 30 y 30 k 100
Hexachrome
#0A0203



Process
c 7 m 98 y 100 k 5
Hexachrome
#D42424



Process
c 1 m 19 y 94 k 0
Hexachrome
#FFCC22



Process
c 0 m 0 y 0 k 0
Hexachrome
#FFFFFF

Secondary Colors (Values)



Process
c 40 m 30 y 60 k 25
Hexachrome
#808160



Process
c 50 m 10 y 0 k 30
Hexachrome
#5991B2



Process
c 0 m 40 y 100 k 40
Hexachrome
#A46E07



Process
c 0 m 0 y 0 k 75
Hexachrome
#545454



Process
c 30 m 75 y 75 k 30
Hexachrome
#8A4639



Process
c 20 m 20 y 31 k 0
Hexachrome
#CDC1AE

Continuity in typography is used to keep a visual consistency within the brand. The fonts used for the brand are listed below. An example of how these fonts should be used is shown below in Sample Font Usage. Although the font Stencil is used in the Brand Logo and Brand Banners it may not be used elsewhere as a design or layout font. Only the fonts below apply.

TIP BOX

The header font should always be double the point size of the body copy font. (See sample below.)

Brand Fonts

Copperplate Gothic Bold (Header)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Nobel Regular (Body Copy)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Nobel Light (Accent Font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Nobel Bold (Body Copy)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sample Font Usage

THE ARMY'S CAMPAIGN QUALITY

Combatant commanders are responsible for winning wars and commanding the joint forces that fight them; however, the Army is responsible for providing the bulk of the landpower needed to achieve those victories, set the conditions for an enduring peace, and sustain those conditions as long as needed to achieve that peace. The campaign quality and joint and expeditionary capabilities of Army forces offer the President and combatant commanders diverse options for security cooperation, crisis response, and warfighting. The Army's campaign quality is expressed in its ability to conduct sustained operations on land with a variety of units for as long as it takes to accomplish the Nation's political objectives. Its expeditionary capability is seen in its versatile organizations able to promptly deploy and operate in austere environments across the range of military operations. The campaign quality and expeditionary capability of Army forces make them relevant to today's operational environment and ready to meet any challenge to the Nation's security or well-being.

Header

Font: Copperplate
Gothic Bold
Point: Size 20 pt
Leading: 24 pt
Tracking: 0

Body Copy

Font: Nobel Regular
Point: Size 10 pt
Leading: 12 pt
Tracking: 5

GRID TEMPLATES

SECTION

6

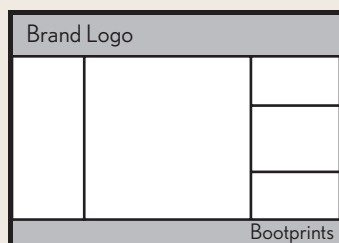
To create variety while retaining balance and consistency, horizontal and vertical templates have been created. These templates are intended to serve as a guide when positioning graphics, text and color blocks within a design layout. The templates may be modified to fit various size documents but should always contain the appropriate 2 to 1 line width ratio (see TIP BOX for details).

TIP BOX

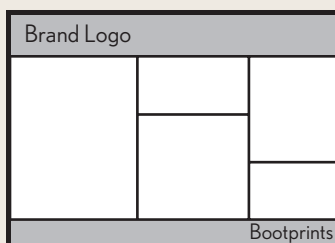


Grid line surrounding the design is double that of the grid lines on the inside of the template.

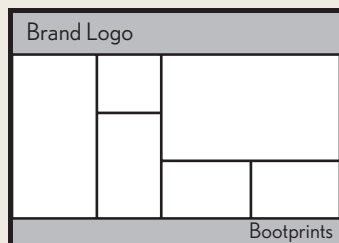
Horizontal Grid Templates



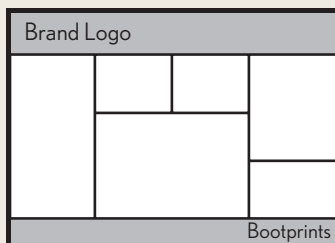
Horizontal Grid 1



Horizontal Grid 2



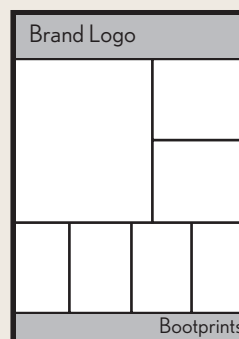
Horizontal Grid 3



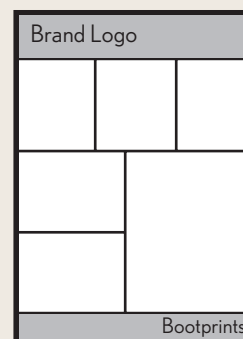
Horizontal Grid 4

All the Horizontal and Vertical Grid Templates shown on this page are available for download as Vector .eps files at: www.army.mil/ctdbrand/downloads.

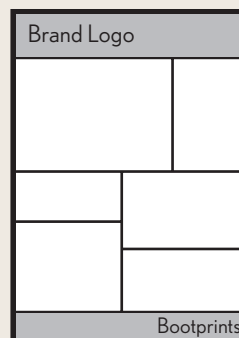
Vertical Grid Templates



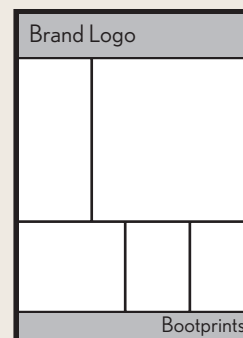
Vertical Grid 1



Vertical Grid 2



Vertical Grid 3



Vertical Grid 4

The diagram below outlines the process needed to build images using the color overlay effect. Every step must be followed to achieve the proper results. A 6" x 9" 300 dpi document containing the color palette is available for download at www.army.mil/ctdbrand/pro/downloads.

TIP BOX

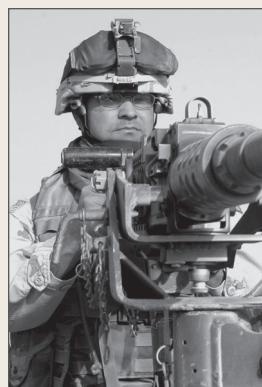
The purpose of the level adjustment is to create an image with better contrast balance. Be careful when adjusting levels not to over adjust.

Color Overlay Effect



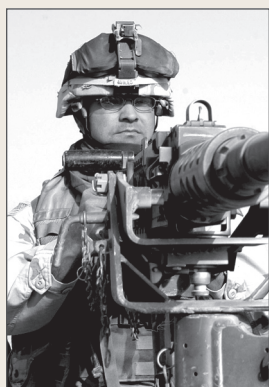
1. Open Color Image

Open a high resolution color image.



2. Convert To Grayscale

Convert the color image to Grayscale by going to Image > Mode > Grayscale. The image will need to be converted back to cmyk before applying the Color Overlay.



3. Adjust Levels

When a color image is converted to grayscale the tones in the image become flat and washed out. To restore depth to the image go to Image > Adjustments > Levels and adjust the sliders to define the levels. Resize to the appropriate dimensions. Once the levels adjustment has been made convert the image back to cmyk.



4. Color Overlay

Create a layer below the image and fill that layer with the appropriate secondary color needed for the graphic set. Select the image layer and in your layer pull down settings for that layer and select Luminosity. This should pull the image through the color below it.

Below is the horizontal version of the CALL TO DUTY - Boots On The Ground™ brand banner demonstrating a motion treatment. This option and others can be found on: www.army.mil/ctdbrand.

TIP BOX

Motion graphics of CALL TO DUTY - Boots On The Ground™ campaign are only used with the black banner.

Video Usage



(Video Application)

The Brand samples below illustrate how the CALL TO DUTY - Boots On The Ground™ Branding Toolkit has been implemented in various design applications.

TIP BOX

To aid in the process of brand implementation, a host of resources are available at: www.army.mil/ctdbrand.

Sample Usage



Exhibit Application

Sample Usage

